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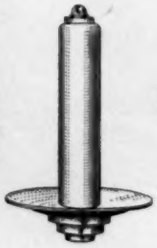

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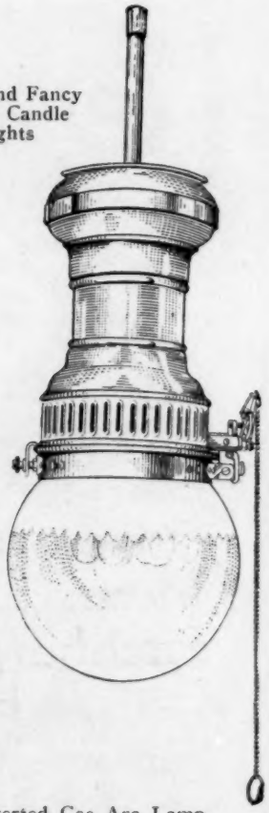

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SIXTY-SIXTH YEAR

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AMERICAN
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Cumulative Benefits of Letter Writing Instruction

Some basic principles and letter writing supervision in large gas company

William F. Doolittle

Correspondence Adviser, The Peoples Gas Light & Coke Co., Chicago

NOTHING in business contributes more toward friendly relations with customers than good letters. One incompetent correspondent can destroy good will more rapidly than the entire personnel of an organization can build it up. Nevertheless, letter writing, in the gas industry, is given but scant attention. The general attitude seems to be that correspondence will take care of itself. Well, maybe it will, but it will become "anemic" from lack of nourishment.

Education is a good preventive and a good tonic if taken in proper doses and at regular intervals. Systematic, practical training for correspondents is slow, up-hill work, but it is well worth while. "Rome was not built in a day"; neither was the art of letter writing. Results are cumulative.

The Writer's Vocabulary

No consistent set of rules can be established to govern the dictator's writing vocabulary. Different types of letters require different styles of treatment. Diction must be adapted to the reader's viewpoint. Letters written to customers should contain terms that are easiest for the customer to understand. Save the technical words and phrases, and the department vernacular, for engineers and others employed in our own industry.

Business has a language and a vocabulary all its own, the principal purposes of which are clearness and brevity. Clearness is the most important of all the elements required in gas company letters. A letter may be a rhetorical gem, but the writer's efforts will have been in vain if the customer says, "I don't understand; please explain." Then, too, if the writer fails to give complete information, he has wasted valuable time. The customer must write again for the missing details. Careful correspondents anticipate customers' questions and answer them beforehand.

New Ideas for Old

A good correspondent should be well informed. He should recognize established letter writing principles and adopt new ideas that save time and improve construction. Business letter writing is progressive; hence, new rules must be made from time to time to keep pace with progress. Correspondents should be familiar with the standards which distinguish a good letter from a poor one; the right from the wrong; the better from the worse.

Today we do not add the letters d, nd, rd, st, th, after the numeral in the date. When we write October 4, 1924, we have written all that is necessary; the addition of any letters after the numeral "4" is a waste of time. However, the letters should follow the numeral when the numeral precedes the month. Thus, we say correctly, on the 4th of October and on October 4.

The words "In care of" or the abbreviation C/O are unnecessary when addressing a letter to an executive or employee of a firm or corporation. If you address a person who is temporarily in a city and has requested that his mail be sent in care of a firm or corporation, you may use "In care of." Otherwise, the address should be "Mr. John Blank, Community Gas Co., Community, N. Y." The comma after Mr. John Blank indicates an ellipsis. The ellipsis in this case is "in care of," or "employed by," or "connected with."

Expressions Not to Be Used

Dignified corporations don't beg; consequently, they do not use such expressions as, "We beg to

acknowledge the receipt of your letter," or "We beg to remain." Never beg for anything.

When you bring a street number and a numeral name together in an address, you confuse the postal employees. For example, 348 12th St. is not so easy to read as 348 Twelfth St. But if the street name is preceded by a compass direction, numerals may be used to express both the street number and the street name. Example: 348 W. 12th St.

In business letters it is not necessary to write the dollar sign and decimal point before an amount expressed in cents, nor is it necessary to write the decimal point and ciphers after an amount expressed in dollars. The following are correct: $3—96 cents or 96c. If the amount ends the sentence, a period should, of course, follow the amount; thus, $3.

No title, salutation or complimentary close is necessary in an interdepartment letter or in letters written by employees to officers of the company. Save the time and devote it to improving letters to customers.

Don't say, "Our Mr. Smith will call on you." Your company employs Mr. Smith, but it does not own him. Say, "our salesman," Mr. Smith, or "our representative," Mr. Smith.

The Signature

When you use the singular pronoun "I" throughout your letter, sign your name first, followed by your title or department, and the company's name last. If you use the plural pronoun "we," sign the company's name first, followed by your name and your title or department.

Examples: "Yours very truly, John Blank, Supt., Collection Dept., The Community Gas Co." "Yours very truly, The Community Gas Co., John Blank, Supt., Collection Dept."

If you use the pronoun "I" and sign your name first, you are responsible for the statements contained in the letter. If we use "we" and sign the company's name first, the company is responsible.

"We remain," "we are" and "I am" are obsolete. If the writer does not begin his closing sentence with a present participle (a word ending in "ing"), he will not find it necessary to end his letter with obsolete phrases. Dictators should avoid the use of "answering," "trusting," "hoping," and the other weak-kneed participles, at the beginning of a sentence. "We hope," "we trust," "we believe," "we thank you," are much more forceful; don't be afraid to use them.

Frequent Errors of Commission and Omission

Do you criticise your own letters? Do you read over the carbon copies carefully, analytically, and ask yourself if your statements are logical and clear to the customer, and what his reaction will be? Try it some time. You may find that you are not giving complete information or that your sentences and paragraphs are packed with non-essentials. Maybe you'll find that you are allowing little errors to creep in. Little errors distract the reader's mind from the real purpose of the letter.

Consider the following errors which have been picked at random from letters written by various gas companies. Do you make these errors?

Awkward Construction on Account of Omission of Words

A review of the above report, together with the fact that no errors were found in bookkeeping, we believe that you have been charged correctly according to the amount of service rendered."

The proverbial Philadelphia lawyer might supply the missing words required to make good sense, but the average customer wouldn't waste his time.

Provided—Providing

"We will deliver the range tomorrow providing someone will be at home."

"Provided" is the correct word. "Providing" means furnishing with supplies or taking precautionary measures. "Provided" means, on condition that.

Switching from the Writer to I, and Vice Versa

"The writer will be glad to have you call at this office or if you prefer I will send a representative to see you."

Do not switch from the impersonal form (the writer) to the personal form, I. If you begin with "the writer," stick to it; if you begin with "I," stick to I. Good correspondents do not use "the writer"; they consider it too cold and formal.

Vagueness, Ambiguity, Obscurity

"Our inspector reported that the range and water heater were out of order. He adjusted the range and we have communicated with the proper department so that in the near future our representative will call and go over this appliance."

If the inspector adjusted the range, what is meant by "this" appliance? The dictator probably means that a representative of the "proper department" will call and go over the water heater, but he does not say so. He leaves the customer in doubt as to what will be done about the water heater.

What do you make of this?

"You don't have to pay your bill at the main office. You can pay it at the sub-stations or American Express Co. agencies, where a fee of five cents will be charged, but our branch stores will also receive your bill and not charge the fee which the Express Company charges, but which is not charged at the sub-stations when the bill is paid before the next payment period expires, or at the main office."

The same paragraph revised for clearness:

"You need not come to our main office to pay your bill. It may be paid at any of our branch stores or sub-stations without extra fee. Gas bills may also be paid, before the expiration of the net payment

(Continued on page 237)

Laying Gas Mains*

Effect of reinforced concrete pavement upon the location of mains

I. F. Wortendyke

I HAVE been in the gas business so long that habits learned in earlier years frequently became so fixed that it seems that there is only one way in which things can be done. One of these fixed habits was to regard the roadway of a street as the only place where a main could be laid; and when the suggestion was first made to me to lay a main in the rear of the curb it seemed impracticable. But as the city had decided to put in nine miles of concrete street surfacing, it was necessary to arrange our distribution system to utilize this space for future extensions or invest a large sum of money in what was for a time at least a non-productive proposition. After considering the matter, I called on the city manager and asked him if he would approve of the utilization of this space for our mains; he said he thought that it really was the place where the mains should be. I found upon further investigation that the Council concurred. As an additional proof of the desirability of this location, I had the job, during the last part of 1923 and the first part of 1924, to find and repair a broken main which was under a street surfaced with concrete and asphalt; by the time this job was finished I was thoroughly convinced of the desirability of finding some place for our mains other than under permanent pavement. I had also had ample proof during this job of how much the property owner objects to having holes cut in the surface of his street.

Laying Mains Below Roadways

When streets were merely dirt roads, laying the mains beneath the roadway was undoubtedly the most practical procedure, since in that position they were as nearly as possible equidistant from houses on either sides, thus making the expense of mains and service connections a minimum. With the increasing demand of modern transportation requiring continually stronger street surfacing to be installed, the matter of making additional connections or necessary repairs to our distribution system has become very expensive, and also is a source of constant irritation to the property owner; so that, if there is a location available, which in the long run will cut down the expense of maintenance and at the same time will do away with a source of irritation to our customer, it is very desirable that we should find and avail ourselves of such a location.

Conditions in Residential Districts

In business districts where the sidewalk is generally concrete to the property line and where cellars frequently extend beneath the sidewalk to the curb, the only place where a main can be laid is beneath the roadbed; but in residential districts, particularly in the small towns, the space between the curb and property line is generally utilized for trees and grass. As we are considering particularly the location of mains in new territory, where this space is generally unimproved when the main becomes necessary, the property owner generally has no objection to having a trench dug in this portion of the street. I find that even where there are large trees and a lawn, by exercising care in taking up the sod and replacing it properly, and not cutting off large roots of the trees, that there is little, if any, objection to the main being laid in this space. If it is called to the attention of the consumer that a main in this location will avoid any further breaking up of his street, he will realize that this advantage more than outweighs any slight disturbance of his lot.

A number of gas companies have in the last few years laid their mains in this space, on streets where some type of permanent paving was being laid or would probably be laid. I asked Mr. St. John, of the Madison Gas and Electric Company, what his experience had been in the use of this space at the rear of the curb, and he told me that he had, more or less, during the past eleven years, utilized this space where permanent paving was to be laid, and that it had met with the approval of city authorities, and I also understood from his letter that there had been no serious objections from the property owners.

Advantages Derived

The advantages to the gas companies are, saving in the original investment in cases where the permanent paving is laid in districts not sufficiently built up to return a desirable revenue on the expense of laying the main the same time the paving is installed; the comparatively small cost of finding and repairing any leaks that may develop; the ability to make service connections when they are needed, thereby not being obliged to run stub services to the curb, which is necessary when the main is in the roadway under the permanent paving; the main when at the rear of the curb need not be laid so deep since it is not subjected to the stress of traffic as when laid in the center of the street.

It is obvious that this choice of location necessitates a main on each side of the street; that on one side being of such size as to supply the present demand and conform to the demands of the general distribution system, that on the other side of sufficient capacity to supply the future consumption in

(Continued on uage 232)

*Presented before annual convention, Gas Section, Wisconsin Utilities Association, February 26-27, 1925.

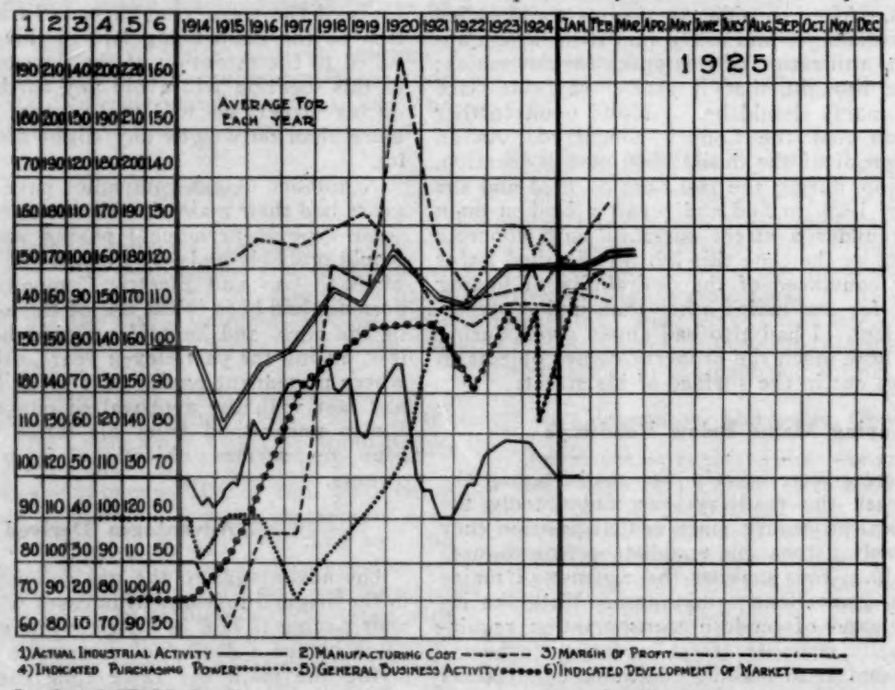
Situation Very Hopeful

Results of adjustment over wide territory---Careful production policies recommended

L. W. Alwyn-Schmidt

A RAPID rise of the economic curve, like that which we have witnessed during the last few months, is always accompanied by the danger of inflation. So there is nothing surprising to read now of warnings against pending inflation.

There was a time when the American Dollar responded very heavily to every gold movement to and from these United States, making the value of the dollar dependent, not upon conditions in the home market, but upon the international financial situation. Since the war this has changed. The changes of the value of the dollar belong in the realm of domestic economies.


1 2 3 4 5 6
1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924
JAN. FEB. MAR. APR. MAY JUNE JULY AUG. SEP. OCT. NOV. DEC.
1925
AVERAGE FOR EACH YEAR
1) ACTUAL INDUSTRIAL ACTIVITY
2) MANUFACTURING COST
3) MARGIN OF PROFIT
4) INDICATED PURCHASING POWER
5) GENERAL BUSINESS ACTIVITY
6) INDICATED DEVELOPMENT OF MARKET

Lack of Fluid Credits

The lack of fluid credits, now complained of, is of particular importance to the student of the situation of the market. You cannot have both inflation and frozen credits at one and the same time. There is now no tangible evidence of either credit nor industrial inflation. This is due in part to the conservative credit policy followed by the banks and in part also to the fact that there has been little industrial expansion during the last year.

It is true that building activities have been heavy, but these have run principally into dwellings, while industrial buildings have not exceeded the normal annual requirements. The labor market has been dull, to say the least, all through the second half of last year, with a corresponding decrease of industrial production. If employment rises now the product of this new labor must first neutralize the effect of six months' lessened production before it can equalize the ratio of production and national consumption, and only after this point of equalization is reached and exceeded may we talk of industrial inflation.

Prices

And what about prices? All standard pirce indexes record a general advance of commodity prices. The upward adjustment is not always due to higher costs of production, but also to the wish of the manufacturer and dealer alike to cash in after a lean period. This desire is only natural, but its wisdom must be doubted. Just now no harm is done by such a flurry. A few weeks' trial will soon show whether the consumer is willing to foot the bill or whether he will shut down again in the face of higher prices. We are inclined to say that he will not be willing to pay any price asked and that by doing so he will do more to prevent inflation than any other agency, governmental, financial or economic. The law of supply and demand has not yet been abrogated.

From all this it appears that the danger of inflation, while of course always present in a market like this, is still sufficiently remote as not to cause any serious concern. A little care will prevent it.

(Continued on page 235)

Selling More Gas in Home Laundries*

The importance and advantages of pushing new gas consuming appliances

Howard M. Bennett

BEING a salesman of appliances, you will pardon if I emphasize the sale of appliances rather than the sale of gas, but while these roads may diverge, they will meet again at a common end or goal—"more sales for all of us."

I am a subscriber to the periodicals covering the gas industries, belong to your different associations and attend your conventions. As a result, I have read and heard considerable about the "All Gas Kitchen." I have also noticed advertisements galore concerning this particular topic—"The All Gas Kitchen," but with rare exceptions have I heard anything about the "All Gas Laundry" or the "All Gas Basement." So I think that I am rather fortunate in being able to have as a subject one that is comparatively new and with such wonderful possibilities.

An Analysis of Two Home Departments

It may be well at this time to make an analysis of these two departments of the home, if they can be called departments. I do not offer this analysis as the last word in scientific research, and if any of the facts I mention are open to question or argument I stand corrected.

In the kitchen the gas range is of first importance. If an old home, possibly the hot water heater is located in the kitchen—if not in the kitchen, then in the cellar. (Possibly the house is illuminated by gas, but we will not consider lighting fixtures as appliances). Our analysis, then, will show that the kitchen has the gas range and possibly the water heater.

In the laundry, or, rather, let us say, the basement, we have the hot water heater (where it rightly belongs), the hot plate used for various purposes, but generally for heating the water in the boiler on wash day, the washing machine with the gas burner connection for continuous heating of the water while the machine is in operation, the gas-heated ironing machine, the gas-heated laundry or drying cabinet and the gas-heated furnace, fast being adopted in the artificial gas field.

In other words, there are three times as many gas consuming appliances in the basement as there are in the kitchen.

The Laundry Dryer

Until a few years ago the cabinet type laundry dryer was comparatively unknown. There has been manufactured for twenty years or more, that I know of, a type of dryer known as the "rack," or "pull out" dryer, a type of dryer that was generally built under specifications for special installations—and generally installed in such institutions as hospitals, sanatoriums and large apartment houses, but seldom in private homes, due to two distinct reasons—the large amount of space required and the high initial cost.

About three years ago the cabinet dryer made its appearance. Brought out in its present construction to conserve space, it is of a size convenient to install in most any basement. The price is within reach of the average housewife—the housewife who has already purchased a washing machine and is now considering an ironing machine. The dryer is the missing link in the modern household laundry—a highly necessary appliance of a successful trinity—the washing machine, the dryer, the ironer.

Controlling Conditions

How successful the household laundry dryer will be in adding to the consumption of gas depends upon many conditions. The two outstanding essentials are—and give this careful and due consideration: First, an efficient dryer of proper construction; second, proper sales effort. Before dwelling on either of these features, let me say that I know only too well the general attitude of salesmen and sales executives toward any new appliance. We are all too prone to take the course of least resistance—to take the sale of an appliance that has already been introduced, rather than become a part of the introductory or missionary work necessary to educate the general public on a new device. This is not always the fault of the sales fraternity, because the manufacturer himself is not always in a position to give the necessary help to the appliance dealer.

Selling the Dryer

I know that any product that meets with sales resistance from the consumer probably fosters the same resistance in the mind of the salesman. Up until the past year very little real sales co-operation has been placed back of the cabinet type dryer. This has been due, in part, to the lack of finances with the manufacturer, and possibly lack of vision and aggressive sales effort.

Every efficient appliance, every labor-saving device, has more or less sales resistance. Those of you gentlemen who have pioneered the sale of the washing machine know well the truth of this statement, that when the washing machine was first introduced to the housewife she did not argue that that appliance was not a labor saver, she cared noth-

*Delivered at the mid-year meeting of the New Jersey Gas Association.

ing about the construction, whether the gears were cast or machine cut, the price was really not a factor, but she did maintain that you could not wash clothes clean in a washing machine and that the washing machine never would take the place of the old-fashioned washboard.

Gas-Heated Ironing Machine

Thus, all of you gentlemen, who are now introducing to the housewife the gas-heated and electrically-operated ironing machine are meeting another sales resistance, not in the construction of the ironing machine or what goes into the manufacture of it, but you are confronted with the argument that this type of ironing machine is only good for ironing what are known as "flat pieces." As a result of these conditions, the washing machine manufacturer in the past ten or fifteen years has had to do considerable educational work, plus a reasonable amount of intelligent sales propaganda, or, let us say, "good horse sense" in selling; instructing the housewife that certain kinds of clothes—for instance, soft shirts, where the inside of the cuffs become extremely soiled, that if this part of the garment is well soaped and allowed to soak over night before being placed in the washing machine, that the washing machine will then wash clothes clean. And we all know that other garments besides flat pieces can be ironed on the power-driven mangle today. However, you have a certain educational problem on pour hands.

The "Bleaching Action of the Sun"

The average housewife todaf, first, does not know that there is such a convenience or appliance wherein she can dry her clothes when it is not permissible outside, but must rely upon the basement or the attic. She also fosters this idea, which may be termed "ingrown," due to the fact that it has been handed down from the grandmother to mother and mother to daughter, an idea that it is necessary to hang clothes in the sun for them to become white, or, as she says, "bleached." In other words, the sales resistance encountered in the promotion of the dryer has been, "I like to hang my clothes outside, because they smell sweeter and are whiter than when hung or dried in the basement or attic or are received from the domestic laundry."

Remember that any resistance offered by the consumer is generally fostered by the salesman, especially so if he has not been thoroughly fortified with the proper knowledge to combat that certain sales resistance.

I can furnish such statistics as chemists' reports, reports from our state colleges and also from the Bureau of Statistics at Washington, that prove that the sun does not have any bleaching element—that the sun does not bleach white garments. However, in support of the housewife's contention this does occur: The sun, or the radiant heat from it, together with the circulation of air, quickly dries the moisture out of the clothes and leaves them white. However, the same condition exactly happens on the inside of a properly constructed gas-heated dryer. The heat very quickly drives out the moisture from the garment, and, bear in mind, leaves it just as white as the sunlight does, and at the same time does not fade colored clothes, which happens when they are allowed to remain in the sunlight too long. Quickness of drying is the important consideration. In addition to this, the heat of the cabinet dryer sterilizes the garments.

Natural and Artificial Drying

We have kept accurate statistics during the past few years as to the number of real sunshiny days per wash days, and I tell you, as I do the prospective purchaser of a dryer, that there averages only ten real sunshiny drying days out of fifty-two. If a dryer is purchased only for the forty-two wash days when it is impossible to hang the clothes outside and have them dry properly, whatever the price of the dryer may be, it is an investment well made. Note that I say ten real sunshiny drying days out of fifty-two wash days. That means Monday, or Tuesday, or Wednesday, or any other day of the week which may be the day that the housewife sets aside for that particular task.

Quite true that she can allow her clothes to lie in the tubs and hope that tomorrow may be a better day, but you will find that your wife or mother has so systematized her housework that she does not care to resort to this particular method. She prefers to hang her clothes in the basement, where they will remain for at least a day and generally an evening, or climb three or four flights of stairs to the attic to find the same drying conditions before her.

But invariably I find that after she has used a laundry dryer she knows that the clothes come out just as white and smell just as sweet, and that they dry in less than half the time. That she has experienced no clothes pin or prop damage. That the garments are not all covered with soot. That she does not have to stretch, and stretch and stretch. That she saves two thousand steps every wash day. That she washes, dries and irons in one day instead of two. If she does not do her own housework, she finds that she has saved the price of the dryer in less than one year's time by having the laundry work all done in one day, instead of having the laundress come back the following day. And that she does not even hang the clothes out in the sun when she does have the opportunity.

Gas Consumption Increased

The laundry dryer is certainly a great aid to the consumption of more gas and the consumer of that gas can be sold a dryer if the proper sales effort is placed back of a reliable cabinet on your sales floors.

The dryer takes up, on the average, a space of only two by five feet. It does not crowd your sales

(Continued on page 235)

INDUSTRIAL GAS LESSONS

IF IT'S DONE WITH HEAT — YOU CAN DO IT BETTER WITH GAS

Lesson No. 61

Heat and Change of State

THERE are a good many heating operations in which the materials that are being treated simply undergo temperature change, and the gas engineer is concerned with all. There are, however, operations in which the materials not only undergo a rise in temperature, but are also subjected to a change in state. This is the main object of the next section of these lessons.

Heat and Change of State

Up to the present time we have been concerned with the effects that heat produce on materials resulting in the rise in the rise in their temperature, but not in any change of their condition. Of course, it must not be overlooked that even the mere rise in temperature of a substance is liable to induce certain permanent changes, generally known as rusting, initiating or accelerating them. But, in general, after the source of heat has been removed, the heated body will return to its original cool condition without having undergone any permanent change.

We must now turn our attention to that effect of heat which is known as the change in state. There are three states of matter, solid, liquid and gaseous. By adjusting the conditions, it is possible to obtain any kind of matter in any or all of these states. It is merely a question of temperature and in certain cases of both pressure and temperature. Thus, it is known that any gas can be changed into a liquid and then into a solid, and vice verse, any solid into a liquid and finally into a gas. In the first case, the application of pressure is necessary, or it helps the transformation, and in the other case the reduction of pressure, the application of a vacuum, has the same effect.

When change of state takes place, it will always occur at a certain temperature or within a certain small range of temperature which is characteristic of every substance. Before change of state can take place the substance must be brought to the proper temperature. Sometimes it is a question of heating the substance, and then again it is a matter of cooling it. But no change can take place unless such temperatures are attained. This infers that the condition of atmospheric pressure exists. When the pressure is varied from the atmospheric, becoming either greater or smaller, then the temperatures at which the change in state takes place also varies. It is very important to bear in mind the pressure when talking about the temperatures at which changes in state take place, or, in other words, those temperatures commonly known as the melting point or fusing point of a solid, and the boiling point and vaporization point of a liquid, as well as the condensation temperature of a gas or its point of liquefaction and the congealing point or solidification point of a liquid.

LATENT AND SENSIBLE HEAT
Bar of Hot Iron
The Heat in this bar of iron is — Sensible Heat; for a thermometer or pyrometer applied to it will show that its temperature is high.
The temperature of the Water is 212° F. and the Kettle is boiling.
The Water contains Sensible Heat. The Steam contains the Sensible Heat of the Water, plus the Heat required for vaporization — LATENT HEAT.

Latent and Sensible Heat

Sensible heat is that heat which can be felt. This may be called a literal definition of the term. In

other words, it refers to that heat whose presence is manifested in some definite way that is directly felt. In the case of heat, this naturally connotes a rise in the temperature of the matter to which the heat is applied. Thus, if a mass of iron is heated, its temperature rises, and as long as the rise in temperature takes place, the heat added to it is called sensible heat. Or it may be stated that the heat contained by the hot iron is sensible heat, its presence being detected by the fact that the temperature of the iron mass has increased.

The heating is continued and finally a point is attained at which the further application of heat does not cause the temperature to rise. Instead, the solid mass of iron begins to melt, and in melting is changed from the solid to the liquid condition. Heat is consumed in large quantities, considerably more of it being expended than in the temperature rise from the original room temperature of the solid to this point. The heat that is thus consumed is employed in changing the condition of the iron from solid to liquid. As its effect is not detected by any change in temperature, a term has been invented for it which denotes its hidden or secretive character. It is accordingly called latent or hidden heat. In this case the heat that is required to change a unit weight of the metal iron at the melting point of the metal under ordinary atmospheric pressure conditions is called the latent heat of fusion of iron. In order to change a pound of iron from solid into liquid at the fusion point of the metal, a definite number of British thermal units must be added to the mass of metal before it is melted. During this time the temperature of the metal does not change, although it may consist of a mixture of solid and molten matter. After all of the solid matter has been converted into the liquid state, then, on the further application of heat, the temperature of the molten mass gradually increases. It has been mentioned heretofore that the specific heat of substances is a definite property which varies to some degree in accordance with the temperature. The specific heat of iron determines how much heat will have to be added in order to raise the temperature of the metal to the point at which it melts. Thereafter, another specific heat applies to the molten mass of iron, but each molten mass possesses a specific heat of its own, just like liquids which are normally found in this condition at ordinary temperatures and pressures.

An Old Gas Bill--What It Shows In Retrospect

A GAS bill 66 years old was brought to the office of Washtenaw Gas Co. of Ann Arbor, Mich., by the descendant of one of the utility's original customers. It will finish its three score and ten years in a place of honor in the office of Charles R. Henderson, general manager.

The Ann Arbor Gas Light Company, predecessor of the Washtenaw Company, received a rate of $4 per thousand cubic feet. This was in the days when gas was used only for lighting by a few people who could afford luxuries. There were no discount days then, but the bill states most explicitly that in case of non-payment within ten days, the "flow of gas will be stopped." Another feature of service in that early day is shown by the fact that the company's representative personally signed every receipt. In this stage of the company's existence it had 189 customers.

The Meter

The meter was a most important feature of service. The company charged the tenant a rental of 10 cents a month and the possibilities of leakage and freezings were a problem to customer and utility alike. The company requests, on the reverse side of the invoice, that "customers give immediate notice if any escape of gas be discovered, as no deductions could be made for gas which passed through the meter." Worse yet, the company would fill its meters with alcohol only at the expense of the customer, in freezing weather. The customer was requested to keep the meter covered when the thermometer took its seasonal nose-dives.

Some interesting records are contained in the minute book of these early years. The report of operation submitted for the month of April, 1859, showed an income of $3,400, with only $3 in uncollected amounts. In another place is shown that gas service was installed in the home of President Tappan, head of the University of Michigan, and of Dr. Andrew White, then on the faculty, who later became president of Cornell University. After making the installation, the directors of the gas company donated the expense, about $200, to the university board of regents.

The Civil War

Gas men of today still feeling the effects of the late war will read with interest the following bit of history:

The company earned 6 per cent on its investments for the first time in 1861, whereupon it cut the rate from $4 to $3.50. The record continues:

"The war came on, with its attendant high prices,

(Continued on page 236)

As The Journal Views It

GOOD LETTER WRITING

To be able to write a good letter and to express one's thoughts clearly and concisely in words, are attributes of an educated and trained mind. To write well is something that most everyone wants to be able to do, but a facile pen is not generally acquired except thrcugh prolonged perseverant effort and study.

In the business world it is essential that the writer of a letter expresses in it exactly what he wants to say. It is essential to the success of the writer for, while it is easy to correct a false impression by word of mouth, it is a very difficult matter to change the impression that the reader gains from the written word. Those who have studied this matter and who have specialized in it tell us that the average human being, even though he may possess remarkable talents in one field or another, generally has difficulty in saying in words just what he wants to convey to the reader.

The question is not merely one of the use of proper grammar, although, to be sure, the average letter writer is rather apt to make all sorts of grammatical errors. It is rather one of acquiring the ability to translate thoughts into words, to select the proper words and to combine them into sentences and paragraphs so as to say exactly the right thing in the right way.

Attention is called to the important article that appears in this week's issue of the American Gas Journal on this subject. Letter writing is far more important to the gas industry than perhaps to any other industry. The gas industry requires goodwill more than any other industry, with the exception perhaps of those that are generally classed as public utilities, and it is a fact that the improperly composed letter sent to a gas customer is apt to do more harm than many thousands of dollars spent in good-will advertising can correct. The gas man must be particularly careful in writing his letters. This is essentially true in answering complaints of any sort.

It is understandable that the acquirement of good letter writing cannot be obtained in a day's time. There is no royal road to good letter writing any more than to the proverbial mathematics. It requires proper education and training. This does not refer so much to the use of correct grammar, in the case of letters written by gas men, but rather to their being trained to express themselves in their letters so that those who read will not be offended, nor will the proper interests of the company itself be forgotten in the effort to keep the customer in a good frame of mind.

Those who realize the importance of letter writing in the gas industry will appreciate that this is a matter that requires careful consideration and attention. It is not known how many gas companies supervise the letter writing of their employees. Probably the number is very small indeed. It remains, however, an important function of the employee. Thousands of letters are sent out of the gas companies' offices every day, and while there may be some fortunate ones among us who instinctively know how to write good, clear, concise letters, it is a fact that the majority do not.

Then, again, this must not be considered as any reflection upon the gas men, for their industry is one in which numerous factors and influences are at work, and unless they are particularly careful in their letter writing—which, moreover, is of one mode of contact between gas companies and the public—and unless they take the same pains in composing their message as they do in actual personal talk, it is almost certain that the efforts of the company toward securing good-will and maintaining it throughout the community that they serve will be negated to a certain extent.

It has often been remarked that the gas industry is a most complicated industry, composed of all sorts of interlocking interests and forces, and that any one individual factor which may play a part in any business is found to be sharply accentuated in importance in the gas industry. The truth of this statement is brought sharply to mind by studying the matter of letter wriing and its relation to the public good-will. It is a problem that requires careful consideration and all gas companies should give it their attention.

Selling the Gas Range

A talk for salesmen on how to do it

L. B. Michaels

OUR discussion will be confined to conditions we found in selling 5,000 $100 gas ranges in the city of Pittsburgh, and a genuine attempt will be made to keep our feet on the ground, avoiding as much as possible the all too prevalent tendency to soar into the realms of theory and speculative salesmanship.

For convenience, we will divide the subject into four sections:

The market.
The method.
The product.
The result.

The Market

By "the market" we mean the conditions the salesman finds when he goes out after business.

The average life of a gas range is supposed to be about ten years.

In a city of, say, 20,000 meters, one-sixth of which are in stores, churches, halls, etc., there will be 17,000 residential meters. Even if every one of these homes had been equipped with a new gas range ten years ago which it was not, our potential market today would still be 17,000 gas ranges. Since all gas ranges in the city were not new ten years ago, and in view of the fact that gas ranges have been purchased every year since then, as well as before, we divide our potential yearly market by ten. From this we conclude that 1,700 gas ranges either are being sold or could be sold each year in every city of 20,000 gas meters.

In this calculation we are not allowing anything for competition: coal stoves, electric ranges, gasoline stoves, hot plates, etc. We are now referring to the possible market, not to selling methods.

Allowing for competitive cooking apparatus, strikes, famine, pestilence and human inertia, and getting down to earth, we will cut our figures in two and assume that 850 gas ranges were sold each year in a city of 20,000 meters. Is the gas company selling half of them? That would be 18 a week. Probably not. How about 10 a week? At this point we are fairly justified in asking: if not, why not?

The Conditions in the Average Home

The next step is a reference to the conditions an individual salesman will find the most times in each 100 calls. Just what is the condition as regards the gas range in the average home?

First the "residenter" has been married about six to ten years, has three children, a wife, a job, furniture and a cooking device built for two, with a kitchenette oven, which his bride selected probably because it was cute, upon returning from their honeymoon trip to Niagara Falls.

Kitty is just as good a cook now as she used to be, but does she work at it every day? Yes, she does, just like John wipes the dishes for Kate after dinner every night.

Crumbles and chips and puffs are poured out of a pasteboard box for breakfast. It's a jamboree to get John going and the kids off to school in the morning. Otherwise we would have bacon, eggs and pancakes or fried mush with maple syrup.

Lunch is any old thing and dinner in the evening is baker's bread, canned soup, canned beans, purchased jelly, purchased pie or purchased fruit salad. Potatoes are boiled with skins on, the meat, if any, is fried steak or dried beef "chipped in cream" cod fish or cold boiled ham served with pickles.

The race from the bridge party to beat John home from the office is won usually, although not always, by Kate. She beats him home by 20 minutes, then starts dinner, which is always ready by not later than 8 o'clock in the evening.

This is the slightly exaggerated truth with regard to the gas range in the average American home most of the days in the week. It is such a condition as this that is spread out before us in every town and city in the country. If you don't believe it, take a look at the shelves in the nearest grocery store.

The Method

Salesmanship is merely influencing somebody to want what you have to sell. If your prospect didn't want it at all at first and ended up by wanting it even a little, you have practiced salesmanship on him. If you get him to wanting it enough to pay the price asked for it, then you get paid for your salesmanship.

The value of this idea of salesmanship is in the fact that you gain by every interview, just as a vocal student gains by practice, whether or not the interview results in a sale. Moral: Get all the interviews you can.

When the salesman gets his interview, how is he to go about it to stimulate the customer's desire for the thing he is selling? What is he to talk about? Economy? Price and terms? The durability of his gas range? Its baking qualities? Its beauty? The ease with which it can be cleaned? Its general efficiency? Surely. Every one of these and more, but what is he to talk about first?

A New Gas Range

If he is thoughtful, the salesman will first talk about the idea of a new gas range—any make—any price—any gas range. Why should the customer want a gas range of any kind or description?

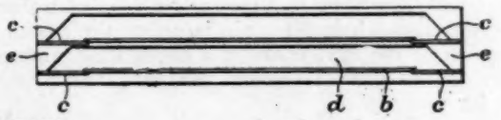
Why do you ever buy anything? A new hat? A

(Continued on page 235)

PROGRESS IN GAS TECHNOLOGY
Domestic and Foreign

GAS PURIFIER

THE object of British Patent No. 226,364 is to improve gas purifiers of the box type to eliminate undesirable effects from the expansion of the absorbent, due to the absorption of impurities. The grids (b) which carry the absorbent (d) are



226,364

supported on annular shelves (c) around the sides of the gas purifier. The absorbent (d) does not reach the sides of the purifier, a space (e) being left for expansion. The shelves (c) are not perforated, so that the gas is compelled to pass through the absorbent.

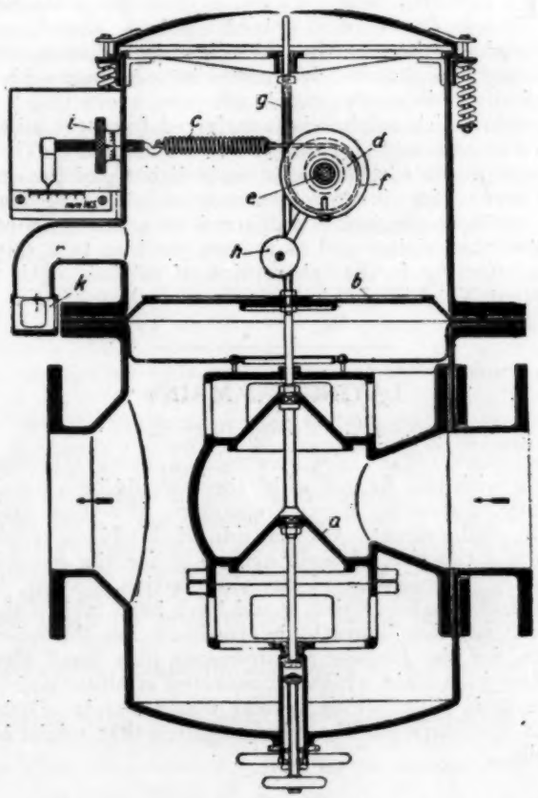
LIGHTING AND EXTINGUISHING GAS BURNERS AT A DISTANCE

UNITED STATES Patent No. 1523271 describes such an arrangement which was originally developed in France.

The apparatus consists of a bell which can be moved on its axis and to which a feeder tube is connected. This feeder tube terminates at its inner end within the bell and at its outer end externally of the bell. It is, therefore, adapted to conduct gas from the space within the bell to a gas burner. A gas supply tube extends into the bell of the apparatus and through the mouth of the latter. Means are provided, surrounding the bell, for holding a fluid in position to seal the mouth of the bell, and means are also carried by the supply tube for sealing the inner end of the feeder tube when the bell is in a certain position in respect to the supply tube and for permitting passage of gas from the bell into the feeder tube when the bell has moved from said position. Gravity means are also adapted to act in conjunction with the pressure from said supply tube to move the bell from this position when a definite pressure has been reached in it.

GAS PRESSURE REGULATOR

IN Chemiker Zeitung, No. 4, 1925, there is described a gas pressure regulator, which is employed in obtaining exact pressure regulations in coke oven plants, gas works, etc. The entering stream of gas meets valve A, fitted with a double seat. This valve opens or closes according to the movement of the membrane B, which is actuated on the low pressure side by the gas. The spring C is connected with a disc D, which is not round, the elongated portion of the spring is wound around this disc, and the latter is connected with a disc, F, which is fastened to the same shaft, E, with the valve rod G. The shaft E runs in ball-bearings. A very light pendulum weight H serves for maintaining a state of equilibrium in the apparatus. The



regulator can be controlled at a distance by means of the device K, which is in the nature of an adjustable suction valve.

The tension on spring C increases and acts against this tension, which always remains the same. By this simple method of equalizing the tension of the spring on the disc D, it is possible to remove the load from the spring. The variations of the pressure of the gas do not, therefore, have to overcome the tension of the spring; consequently,

because of this, and also because of the fact that the weight of the different parts of the apparatus is small, a change in pressure of the gas, which may be hardly noticeable, is sufficient to cause the valve to open or close.

Attention is therefore called to the fact that the stream of gas through this part of the apparatus is prevented from coming in contact with the equalizing device, which means that its operation is enhanced. In case of impure gases, a water straining device is provided at the double-seated valve in order to remove the solid constituents that are carried along with the gas.

ALKALI PURIFICATION PROCESS

THE process of purifying consists in passing the gas into contact with an absorbent solution constituted of dissolved alkali to absorb sulphur from the gas, then bringing the solution containing the absorbed impurities into contact with a bed of an iron compound, whereby a reaction occurs in which sulphur is transferred from the alkali to the iron, with formation of iron sulphide. Then the rejuvenated alkali solution is discharged for employment for further gas purification. The iron sulphide in the bed is subjected to aeration to remove the sulphur and to restore the iron to a state for effecting further absorption of sulphur.—(U. S. Patent No. 1,520,726.)

LAYING GAS MAINS

(Continued from page 223)

one block. Take, for example, a block 600 feet long with lots 40 feet wide, there would be a possibility of securing thirty consumers, fifteen on each side of the street. On one side of this block would be laid the size of main necessary for the general proper functioning of the distribution system, in general, whatever size would have been laid in the usual position beneath the roadway; on the other side, for the average requirements in a small city, a two-inch main which is connected at either end to the main distributing system would supply all the gas necessary for the fifteen houses that might be built.

The Cost

Considering 660 feet of two-inch pipe as being necessary to lay this two-inch main, and estimating the cost of labor and material to be 60 cents per foot, this would represent an investment of $396. It is ordinary practice to lay at the expense of the company what service pipe is necessary to reach from the main to the curb; if the particular roadbed of the block we have been considering is thirty feet wide between curbs this would necessitate for thirty consumers a total of 450 feet of pipe; which, figured at 50 cents per foot, would be $225, an excess for the additional parallel two-inch main of $171.

For wider streets which take an increasing amount of service pipe to reach from the main to the curb, this excess cost for the particular two-inch main would become less; for example, take a street fifty feet wide, the service pipe needed would be 750 feet, which, at an average cost of 50 cents per foot, would amount to $375; which is $21 less than the cost of the two-inch main, or, in the case of streets of fifty feet between curbs, the cost of the two-inch main is practically offset by the saving of service pipe. If in this connection we take into consideration the fact that repairs which are made necessary from time to time can be done at a smaller expense than when the main is under the pavement, it seems to me that there is a decided advantage in utilizing the space between the curb and property line for our mains.

I appreciate that this is a question that must be decided independently for each different situation and my only thought in bringing to you this brief memorandum is to call your attention to the feasibility of using this space in many cases, and the fact that a number of companies are now using it; so that if any of you are confronted with the necessity of laying mains ahead of permanent paving, you may give this matter such consideration as you may deem advisable.

COKE COMPETITION

The Gas Journal of London recently published an announcement regarding a coke competition. It was stated that the object of this competition is to endeavor to pool from all parts of the world experiences and the results of research with the view of (if economically feasible) improving gas coke qualitatively, and preparing it in the best condition for the purpose to which it is applied. This competition has been made possible through the generosity of the Woodall-Duckham Companies. There has been placed in the hands of Arthur Bezant, the editor of the Gas Journal, the sum of £1,000 to be distributed as prizes. The committee which will decide the results of the competition includes Mr. A W. Smith, general manager of the Birmingham Corporation Gas Department, and Mr. W. B. Leech, engineer of the Beckton Gas Works of the Gas Light and Coke Company.

The competition is divided into three sections:

1—Coke Production.
2—Coke Preparation.
3—Sale and Utilization of Coke.

Papers are requested from competitors of all sections or from one or two only. It is hoped to have the result of this competition decided on or before June 30.

Those requiring further information may secure it direct through the Gas Journal or by writing to the American Gas Journal.

Catechism of Central Station Gas Engineering in the United States

Installment No. 61

(Continued from last week)

Thus if the temperature of the gas as it passes through the station meter of a gas works varies considerably, either with the seasons or from any other cause, the working results will apparently be poorer when the temperature at the meter is low than they will when this temperature is high, though actually the reverse might be the case. Therefore, in order to obtain accurate figures for comparison, it is necessary that the average temperature of the gas at the station meter be determined from the temperature obtained by frequent observation, and that the volume of the gas as measured at these temperatures be reduced to the corresponding volume at a standard temperature, which is usually taken as 60 deg., and the working results calculated from this corrected volume. This correction of volume for temperature is also necessary if accurate information is to be obtained as to the actual amount of gas lost by leakage in the distributing system, since if the temperature at the station meter is high and that at the consumers' meters low and no correction is made, the amount of gas unaccounted for will be much higher than the actual loss by leakage.

Pressure Volume Formula

312. Give the formula by which the volume, measured at any pressure and temperature, of a gas saturated with moisture can be corrected to the standard conditions of 60 deg. F. and a pressure of 30 in. of mercury, and explain the manner in which the formula is derived.

Ans. The formula by which the volume, measured at any pressure and temperature, of a gas saturated with moisture can be corrected to the standard conditions of a temperature of 60 deg. F. and a pressure of 30 in. of mercury is $V = \frac{17.64\,(h-a)v}{(460+t)}$ in which V = the corrected volume at 60 deg. and 30 in., v = the volume observed at a temperature of t deg. and a pressure of h in. of mercury, and a = the tension of aqueous vapor at a temperature of t deg.

This formula may be expressed in words as follows: The corrected volume of a gas saturated with water vapor under the standard conditions of 60 deg. F. and 30 in. barometric pressure is equal to the observed volume multiplied by 17.64 times the difference between the observed barometric pressure and the tension of water vapor at the observed temperature, and divided by the sum of 460 and the observed temperature in Fahrenheit degrees. The tension of water vapor for the observed temperature must be found from the table giving the tensions for the different temperatures.

Derivation of Formula

The formula is derived in the following manner: Representing the volume at 60 deg. F. and 30 in. pressure by V and that of the same mass of gas at any other temperature t and any other pressure h, by v, we can from the laws governing the change of volume of gases under the influence of changes in temperature and pressure derive the required formula for dry gases. Since the volume varies inversely as the pressure, the product obtained by multiplying the volume at any pressure by that pressure is equal to the product obtained by multiplying the volume of the same mass of gas at any other pressure by the corresponding pressure, and we have,

$$30\,V = h\,v \text{ or } V = \frac{h}{30}\,v.$$

Gases expand or contract $\frac{1}{492}$ part of their volume at 32 deg. F. for each change in temperature at 1 deg. F., hence the effect of temperature is shown by the equation $V\,(460 + t) = 520\,v$, since t is the number of degrees above 0, and therefore $460 + t$ is equal to 492, the number of parts at 32 deg. F., plus one volume for each degree increase in temperature above 32 deg. F., while 520 is the number of parts to which 492 parts at 32 deg. will have expanded when the temperature is raised to 60 deg. From this we obtain the equation, $V = \frac{520v}{460+t}$. Combining these two equations we have for dry gases $V = \frac{v \times h \times 520}{30\,(460+t)}$, that is, the volume corrected to the standard conditions of 60 deg. F. and a pressure of 30 in. of mercury is equal to the observed volume multiplied by the observed pressure in inches of mercury multiplied by 520 and divided by 30 times the sum of 460 and the observed temperature.

Correction for Moisture

The correction for moisture depends on the fact that a gas saturated with water vapor, as will be a gas in contact with and over water, will under the

same conditions of temperature and pressure always contain the same quantity of water vapor. This vapor exerts a certain pressure which increases with the temperature, and is proportional to the amount of vapor present. The pressure so exerted has been determined in inches of mercury for each degree of temperature. To correct for the presence of moisture in a gas saturated with water vapor it is necessary to deduct the pressure due to the tension of this vapor from the observed barometric pressure, since the barometric pressure is resisted partly by the pressure of the water vapor and partly by that of the gas, and therefore the pressure exerted on the gas will be really only the difference between the barometric pressure and the pressure due to the tension of the water vapor. Calling this tension of water vapor a, and taking its value at the temperature of 60 deg. (0.518) to deduct from the standard barometric pressure of 30 in., we have for the formula for reducing the volume of gas saturated with water vapor observed at any temperature and pressure to that of gas saturated with water vapor at 60 deg. and 30 in.,

$$V = \frac{(h\text{-}a)\times 520\times v}{(30\text{—}0.518)\times(460+t)} = \frac{(h\text{-}a)\times 520\times v}{29.482(460+t)}$$

or, dividing both numerator and denominator of the fraction by 29.482, $V = \frac{17.64\,(h\text{-}a)\,v}{460+t}$.

A Station Meter Problem

313. A station meter passed a volume of gas at a temperature of 72 deg. F. and registered 1,000 cubic feet; what would the same gas measure if its temperature were reduced to the standard of 60 deg. F.? Give your calculations.

Ans. Applying the formula derived in the answer to question No. 312 to the present example in which the observed volume v = 1,000 cubic feet, the observed temperature t = 72 deg., the observed pressure, which is not given, is assumed to be 30 in., thus making the correction one for temperature only and the tension of water vapor at 72 deg., a, is 0.785, V (corrected volume at 60 deg.) =

$$\frac{(30\text{—}0.785)\times 17.64\times 1000}{460+72} = \frac{29.215\times 17.64\times 1000}{532}$$

$$= \frac{515353}{532} = 968.7 \text{ cubic feet.}$$

The values of the fraction $\frac{17.64\,(h-a)}{460+t}$ have been calculated for each 1-10 in. of pressure from 28 in. to 31 in., and for each 2 deg. of temperature from 40 deg. to 84 deg., and the table so formed is given in Newbigging's "Gas Engineers' Hand Book" and Hornby's "Gas Engineers' Laboratory Hand Book." From this table the number by which it is necessary to multiply the volume observed at any pressure and temperature in order to obtain the correct volume at 60 deg. and 30 in. can be found. The numbers for the odd numbered degrees can be obtained by interpolation.

Explosion of Gas Mixtures

314. Why does the ignition of a mixture of gas and air in the proper proportions produce an explosion?

Ans. When a mixture of air and gas in the proper proportions is ignited, the combustion that ensues spreads through the mixture at a very rapid rate. This rapid combustion brings about, by the heat developed, a very rapid rise in temperature and consequently a great expansion of the gases resulting from the combustion, and it is this expansion that produces the effects that are denoted by the term explosion. If the ignition and combustion were to occur where no resistance was offered to the expansion there would be no increase in pressure, but when they occur in a more or less confined space the expansion produces a sudden increase in pressure to which is due the damage done. Even when the ignition of an explosive mixture occurs in the open air the pressure of the atmosphere will, where a large quantity of the mixture is present, offer sufficient resistance to the rapid expansion of the gases to cause an explosion.

A mixture of air and illuminating gas is explosive only when the proportions of air and gas are such that the combustion, when started at any one point, will spread rapidly throughout the whole space filled by the mixture. If either too little or too much gas is present, the flame will not spread because the excess of air or of gas keeps the temperature below the ignition point unless heat is supplied from an outside source. To be explosive the mixture must not contain less than 8 per cent nor more than 19 per cent of gas, or, using a different form of expression, it must not contain more than 11½ parts of air to one of gas, nor less than four parts of air to one of gas. Mixtures either richer or poorer in gas will not explode, the gas simply burning at any point that is heated to the temperature of ignition without any spread of the flame from this point.

Calorific Power

315. What is meant by the calorific value of a substance? How is the calorific value of a substance determined?

Ans. By the calorific value of a fuel is meant the total number of heat units that are developed by the complete oxidation of all the combustible materials contained in unit weight or unit volume of the fuel.

In the cases of gases the calorific value is ordinarily expressed in heat units per cubic foot. Thus hydrogen has a calorific value of 328 B.t.u. (British thermal units) per cubic foot.

(Sixty-second Installment Next Week)

SITUATION VERY HOPEFUL

(Continued from page 234)

Trade Center Reports Undecided

Reports from the retail trading centers are very undecided. While some retail branches report very active business, others complain. All the so-called luxury trades have noticed a slump, immediately following the very active Christmas trade. The question is now how will the farmer come through the spring season. Most farming communities after having undergone a short period of plenty have realized by now that high wheat prices by themselves are not a cure of all agricultural ills. Instead of continuing their policy of free buying, they have settled down again to the more sedate but very useful employment of conserving their resources for the coming spring purchases. While this has somewhat curtailed commercial transactions in the West and Middle West, it, on the other hand, holds the promise of a further sound development of the market after once the spring needs have been covered.

Contradictory Market Indications

This and other market evidence appears all very contradictory, but it is all the result of the national business trying to find its sea legs. We must naturally pass through a period of readjustments and temporary expedients before we can expect complete normalcy of the market. The extent of this period depends very much upon how the situation is handled by banks, manufacturers and dealers. Judging from previous performances under more difficult conditions, there is reason to believe that it will be met efficiently and effectively.

Conclusion

Taking into consideration, therefore, the general soundness of the economic foundation of the market, we have reason to expect that the normalization of business will be completed before the end of spring. By that time the market should be cleared of all the encumbrances of last year's depression. As retail stocks are low, we predict a slow but steady upward movement in the demand of merchandise of all character. It must now be the duty of the industry to regulate the supply in conformity with the demand, so as to eliminate the danger of over-production, which under the present conditions might easily force prices down below the real value of the product.

SELLING MORE GAS FOR HOME LAUNDRIES

(Continued from page 226)

floors, it certainly shows you a real profit on its sale and gives you another device that consumes gas, in which you are primarily interested.

The laundry dryer is one appliance that should have your attention, because the field is very large and untouched, and there is not the sales resistance from a competitive standpoint that is being met with by other appliances today. The sale of the laundry dryer should be welcomed from an altogether different angle than has already been mentioned to you, and that is, the profit to be derived from the sale of the appliance to the consumer of your gas.

The Problem of Man Power

One of the real problems that is confronting the sales executives today in charge of a sales floor of any utility company, appliance store, department store, etc., is the question of man power—the securing of intelligent and hard-working sales people, the man or woman who can and will go out and push door bells, if necessary, to sell appliances. There is no group of sales people who are in better position to approach the housewife on her own ground than those employed by the utility companies. These companies are known by name, they are known as being among the pillars of your community—a necessity—that they stand back of any appliance that they represent and sell ,and their problem is not so great at times, with their reputation.

Consequently, if you have in mind increasing the gross profits of your appliance floor or department, if you have in mind retaining and helping your sales force, and if you are conscientious in desiring to sell more gas through the laundry, then it behooves you, gentlemen, to look into some of the new appliances that are now being manufactured for the drying of clothes.

SELLING THE GAS RANGE

(Continued from page 230)

foot of gas? A prescription at the soda fountain? A loaf of bread? A car or a house? Always and forever, you buy everything. Even a picture or a piece of sheet music, not for what it is, but for what it will do for you. And you buy a gas range, or a car-load of them, for the same reason.

What will a new gas range do for Kitty Cook? Does she serve canned soup and boiled potatoes with skins on because she doesn't love her husband any more? Not on your life. Not any more than John has ceased to dry the dishes because he has grown indifferent to Kate.

The Effect of the New Range

But suppose a new gas range has been placed in the kitchen. What then? When John comes home at night he finds that the cook book has been taken down from the pantry shelf, has been dusted off and lies open on the kitchen table. A pleasant aroma of things being cooked greets him at the door, dinner is ready on time, and it consists of home-made soup, roast beef, home-baked bread, baked potatoes, escalloped corn, a salad, freshly baked apple pie and all sorts of frillies too numerous ot mention.

Kitty Cook has found a new pride in her kitchen. John dries the dishes and instead of crabbing about his bringing friends out to dinner, Kitty suggests that he give a little party.

Playing on Pride

Mr. Salesman, do not talk about your gas range when you first get your interview. Talk about Mrs. Cook's cooking. Talk about Mrs. Jones' cooking and Mrs. Jones' new gas range. Mrs. Cook may want to keep up with her.

It is then time to explain the advantages to be found in the particular gas range you are selling.

One of the first things a woman wants to know after deciding to buy a gas range is the size of the oven. Next is the cooking top. They want so many burners and space enough so that pans can be shoved back.

Ease of cleaning is an important point. Beauty or symmetry is likewise of great interest to the average woman.

The method to pursue would be to become familiar with certain attractive recipes, learn the ins and outs of the culinary art, or, at any rate, enough about it to listen intelligently when Mrs. Cook begins to talk about cooking. Then sell to her a new idea of her own ability.

The Result

Improving gas range sales will accomplish several purposes.

First: It will advance good will through better service. Our idea of good service is when the customer does not realize that there is such a thing as a gas company.

The consumer realizes there is a gas company and cusses it out when there is insufficient pressure, when pans blacken, when the steak merely simmers instead of broils, and when the gas bill is twice as much as Jones', with all their company and wasteful daughters.

An old rusty gas range will cut the pressure, blacken the pans, simmer the steak and raise the gas bills, but what can one expect from a soulless corporation that pumps air into the lines, tricks the meter and then raises the rates every month or two? Nine in every ten consumers of gas do not know there is such a thing as a state commission.

Output of Gas Increased

Second: A new, efficient gas range will legitimately increase the output of gas and in a way that places a true valuation upon every foot of gas consumed.

People bake more bread, eat more meals at home, entertain more and serve more home-cooked food with a modern gas range in the kitchen than would be the case worrying along with an old-time, clogged up, balky cook-stove.

When Kitty Cook takes the callers to her kitchen to display her new Maximix gas range to them, is she rendering a service to the gas company? She is, and willingly paying for the privilege.

Increased Gross Sales and Profits

Third: Gas ranges run into money and will assist the appliance department in gross sales and profits. For instance, our sales in Pittsburgh represent something over a half million dollars' worth of gas ranges. From a merchandising standpoint alone the job was worth while and I cannot at this time think of any other gas consuming appliance that is as easily sold and that could do the same thing with the same effort.

Fourth: From the salesman's standpoint, more especially, there is nothing in the gas line that I know of on which more money can be earned than on the sale of the gas range. Every one in a block sells two more, ultimately, and business pyramids as time goes on.

Fifth: There is little a salesman can do that will add more prestige to his reputation and that will please his superiors more than to build up his territory in gas range distribution.

AN OLD GAS BILL

(Continued from page 228)

and the dividends were reduced to 3 per cent in 1865, notwithstanding a return to $4 per thousand the previous year. In July, 1868, we were of the opinion that we could continue to earn our 5 per cent and discontinue meter rents."

And, likewise, here is a morsel for the original

customer ownership and public relations men:

"The organization of a gas company was originally an enterprise for the public good and the citizens subscribed liberally for the stock. There are over 30 citizen stockholders and not one non-resident.

"So long as it is permitted to be remunerative to its citizen stockholders, it will serve the public good as well as the interests of those who have invested their money in its stock, and no longer."

That was 66 years ago, and from that year to this the fires have never been banked.

CUMULATIVE BENEFITS OF LETTER WRITING INSTRUCTION

(Continued from page 222)

period, at any American Express Co. agency. The American Express Company charges a fee of five cents for collection."

Another Example

"The accounts were examined on the other two meters and found regular in every way."

We might talk that way among ourselves, but we should not use such language in letter writing. We don't examine accounts on the meters; we examine accounts on the ledgers.

Affect and Effect

"If gas was used for room heating during this period, the bill would of course be 'effected.'"

The correct word is "affected." The word effected means accomplished; affected means influenced or acted upon.

Agreement of a Verb With Its Subject

"Our latest shipment of gas ranges are on exhibition at our branch stores."

The verb "are" should be "is," to agree with the singular subject, "shipment."

"Your letter of March 7, together with duplicate invoices, have been received."

The verb "have" should be "has," to agree with "your letter," which is singular, and therefore requires a singular verb. The words, "with duplicate invoices," are merely paranthentical; they do not change the number of the subject.

"What kind of a heater is it?" "What sort of a kitchen cabinet do you want?"

"A" is superfluous after "kind of" and "sort of."

Why suggest the possibility of dissatisfaction? Note in the following sentences how easy it is to substitute a positive idea for negative suggestion:

"The inspector, who adjusted the burners of your gas range, reports that the range is now entirely satisfactory. A steady, even blue flame gives the maximum of heat from each burner."

Shall and Will

"We will greatly appreciate an early remittance for the amount of this bill."

"Shall" is the correct word. Use shall in the first person to express simple futurity and condition beyond control of the will. Use "will" to express promise, determination and willingness. "Greatly" is not required before appreciate. The word "appreciate" means to value highly.

Party, for Person, Customer, Occupant, Etc.

"Our inspector reported that he called at your residence on May 14, but no one was at home. He made inquiry on the first floor for the key. This party said no key was left with them."

"Party" is properly used as a legal term or to indicate a number of persons. Note that "party" is singular in the foregoing paragraph; therefore, it does not agree with the plural pronoun "them."

How easily the dictator could have written one good sentence to take the place of the last two in his paragraph. For example: "He made inquiry for the key on the first floor, but was informed that no key had been left there."

Indefinite "It" Without an Antecedent"

"Our records show that the gas was shut off on May 2. If we had shut the gas off on April 29 it would have shown the use of 1,400 cubic feet since April 3."

The dictator means the "meter reading" would have shown the use of 1,400 cubic feet, etc., but he leaves "it" to the customer to decide what "it" means.

"The water heater is used only as it gets warmer."

The meaning expressed here is that the water heater is used only as the water heater gets warmer.

A Lesson for Thrift Week

"Watch the little leaks less thy pocket prove empty."
—*Spirit of Benjamin Franklin.*

Save GAS and You Save MONEY

It is wasteful to use open cooking vessels and to turn on the gas so high that it shoots up around the pan as shown in the first drawing above. Here most of the heat, both from the gas and from the boiling water is shooting out into the kitchen instead of being concentrated where it belongs.

Open cooking vessels consume *five times as much gas* as closed vessels of the same size. Only fresh vegetables need be boiled with the cover off. If you use double or triplicate sauce pans you can cook the potatoes and one or two other vegetables at the same time over the same gas burner.

Warning—Don't use a small vessel on a large burner. This wastes heat. Use a vessel that is slightly larger than the burner. Any size vessel may be used over the simmer burner.

(Your Name and Address)

"YOU CAN DO IT BETTER WITH GAS"

Teaching Economy in the Use of Gas

The dictator means that the water heater is used only when the weather becomes warmer.

Carelessness

"The inspector who called at your residence on June 2 reported that the reading of the meter on that date was 576. You are billed to the reading 472, taken on May 10. The difference between these two readings showed that 4,400 cubic feet of gas had been used in 23 days."

The difference between 472 and 576 is 104, or 10,400 cubic feet, not 4,400 cubic feet. Such an error as this will not conciliate an irate customer who thinks he has been overcharged. The dictator was probably looking at transcripts of two accounts when he wrote his letter and he confused them.

Beginning a Sentence With an Amount Expressed in Numerals

"$16.02 of this amount was applied to your April bill."

Never begin a sentence in a letter with an amount expressed in numerals. The amount should be spelled out, or, if numerals are used, they should appear at the end of the sentence or be buried within the sentence. For example: "A part of this amount, namely, $16.02, was applied to your April bill."

Where, for That

"Our records do not show where we received a remittance covering this bill."

The word "that" should be used in place of "where." Where refers to place; that is a relative pronoun used to show the relation between clauses.

Courtesy vs. Discourtesy

Not long since a customer ordered his gas shut off. He left a forwarding address and moved to a distant city. In a short while he received a final bill from the gas company. The final bill happened to be for the same amount as the last regular bill, which had been paid. The identity of amounts confused the customer. He wrote letters to the effect that his bill had been paid. The gas company wrote replies, insisting that the bill had not been paid. Eventually, the company's correspondent became peeved and wrote a discourteous letter.

The Discourteous Letter

Dear Sir:

We are at a loss to understand why our explanation of the final bill you owe us is not clear to you. We wrote you several times to the effect that the receipt you claim to hold is not for the final bill. If it were, we would have the amount posted to the credit of your account. If you will look at the receipt you will see that you are mistaken.

We have been put to a great deal of trouble in answering your complaints about this bill, which you erroneously state has been paid. The bill is absolutely correct; therefore, it should be paid without further delay. Please send us your remittance as soon as possible.

Yours very truly,

But the manager, who appreciated the value of good will, would not sign the letter. He discerned the customer's point of view and re-wrote the letter accordingly.

The Courteous Letter

Dear Sir:

Your letter of November 15 with regard to the final bill for gas consumed at your former address in ———— has received attention.

We have made a thorough investigation of your account and find that your last regular bill for gas consumed from June 15 to July 15, amounting to 60 cents, was paid on August 10. The records do not, however, show that the final bill for gas consumed from July 15 to July 31, the date the gas was shut off, has been paid.

The amount of your final bill is 60 cents, exactly the same as the amount of the last regular bill. It may be that this has caused confusion. Or it may be that you have sent us your remittance for the final bill and that it has not reached us.

If you hold a final receipt showing payment to the July 31 reading of the meter, will you kindly sent it to us so that we may check our cash receipts?

We trust that if you return to ————, we may again have the pleasure of serving you.

Yours very truly,

Don't be cynical; don't be sarcastic. Don't make unpleasant insinuations. Pleasant business relations are augmented by a pleasing personality in letter writing.

Courteous Letters Pay

It pays to write courteous letters—letters that explain fully, letters that are easy to understand. The discourteous letter would have made an enemy, the courteous letter made a friend. Note how the courteous letter appealed to the former customer; how it gained his good will.

The Reply to the Courteous Letter

Gentlemen:

I thank you for your courteous letter of November 19, wherein you furnish a clear explanation of my final bill for gas used in ———. Inclosed find my check for 60 cents. Had this matter been clearly explained to me previously, the bill would have been paid long ago.

I expect to return to ———— in the spring and look forward to resuming pleasant business relations with your company.

Yours very truly,

Avoid Overcourtesy

Overcourtesy is as disagreeable as lack of courtesy in business letters. Avoid thanking a person several times in one letter. Do not thank a customer in advance for a favor not yet granted. Say, "we shall appreciate," etc., but not "thanking you in advance."

Consider this overflowing bowl of mush:

"We are unable to locate your debit memorandum Nos. 888 or 890 in our files and we would appreciate it very much if it will not be too much trouble if you would be good enough to furnish us with copies of same so that we may place same into our records, and if credit has not been issued issue same to your account."

The foregoing paragraph is overcourteous. It lacks force and sincerity. The word "same" should not be used as a pronoun. "Find" is a better word than "locate" in this construction.

Correspondence Instruction

Every public utility company should have some form of letter writing instruction that will prevent and overcome errors. Cumulative instructions for dictators and transcribers may be effected in various ways. In small offices an executive or office manager may act as instructor and adviser. If the company has a centralized Correspondence Department, the superintendent of that department may carry on the instruction work. At least one large gas company employs a Correspondence Adviser, who devotes his whole time to correspondence instruction. If there is no one in an organization to whom a correspondent can bring his letter writing problems the problems will remain unsolved. As a consequence, the organization will suffer.

Value of Group Instruction

Since October, 1922, the Peoples Gas Light & Coke Co., of Chicago, has provided group instruction for its correspondents, on company time. Classes are conducted by the Correspondence Adviser on the first and third Thursday of each month, from 10 to 11 a. m., except in the summer vacation period.

During the first year and the first part of the second year of correspondence instruction, the Correspondence Adviser delivered a short lecture at each session. The purpose of these lectures was to present to dictators, in concise form, some of the fundamental principles of letter writing. After the lectures had been completed, the entire hour permitted for class meetings was devoted to the discussion of problem letters and dictated letters written by members of the class. Many other letters were discussed by request. These discussions, in which all members of the class took an active part, proved very interesting and instructive.

Experience has proved conclusively that group instruction for dictators produces better results than individual instruction. A dictator may soon forget what has been brought out by an individual in comments and suggestions, but he is likely to remember those things which have been the subjects of vivid discussion in which he himself has taken an active part.

Better letter bulletins, prepared by the Correspondence Adviser, are sent to dictators and transcribers once a week. These bulletins contain constructive information on subjects related to letter writing and business English.

Group Instruction for Transcribers

The "Peoples" Company also provides group instruction for stenographers, dictating machine operators, typists, mimeograph and multigraph operators, billing machine operators, proof-readers, and all other employees of its centralized Correspondence Department.

This instruction consists of 15-minute talks by the Correspondence Adviser once a week. Subjects include punctuation, spelling, capitalization, use of numbers, forms of address, salutations, signatures, mechanical makeup of the letter and various things suggested from time to time by dictators, by the superintendents of the Correspondence Department, and by the transcribers.

The 15-minute talks are invaluable. They not only point to many ways in which the transcriber can co-operate with the dictator, but they stimulate enthusiasm and interest in the mechanics of correspondence.

A Plea for Better Gas Company Letters

When you write letters for your company YOU are the Company. What you say will be weighed in the scale of public opinion. Your company will be judged by your letters. Throw your best efforts into the solution you are seeking to effect. Strive for new forms of expression. Use words the customer will understand. Use a tone that expresses the "willingness and readiness to serve" spirit of your organization. Avoid generalities. Customers have neither the time nor the inclination to read unnecessary preliminaries and explanations.

Avoid excessively long sentences. In business letter writing, long sentences are common because, in dictating, one is easily led from one idea to another until he has strung together a large number of them. Brevity is secured, partly by organizing sentences properly, partly by dividing them properly and partly by substituting single words for long phrases and clauses whenever it can be done without injury to the meaning or the emphasis of the sentence.

Combine brevity with the force of pleasing personality. Avoid the curt or snappy tone. Select your words carefully. Eliminate useless expressions. Think in long sentences; write in short sentences. Don't pad. Try to say what you have to say on one page.

Good letters are a credit to the gas industry.

Current Market Prices

COALS (By Courtesy of Coal Age)

A. Bituminous.

(Spot prices, F. O. B. mines, net tons)

High Volatile, Eastern Pool 54-64	Market	Price
(Gas Standard)	New York	$2.40 to $2.60
Pittsburgh screened gas	Pittsburgh	2.30 to 2.40
Pittsburgh gas, mine run	Pittsburg	2.15 to 2.25
Kanawha lump	Columbus	2.00 to 2.25
Kanawha mine run	Columbus	1.40 to 1.60
West Virginia lump	Cincinnati	1.85 to 2.25
W. Virginia gas, mine run	Cincinnati	1.25 to 1.50
Midwest		
Indiana 4th vein lump	Chicago	2.75 to 3.00
Indiana 4th vein mine run	Chicago	2.25 to 2.50
South and Southwest		
Big Seam lump	Birmingham	2.25 to 3.00
Big Seam mine run	Birmingham	1.50 to 2.00
Southeast Kentucky lump	Louisville	2.00 to 2.50
Southeast Kentucky mine run	Louisville	1.25 to 1.50

B. Anthracite

(Spot prices, F. O. B. mines, gross tons)

Market	Freight Rates	Independent	Company
Egg New York	$2.34	$8.25 to $8.75	$8.75 to $9.25
Egg Philadelphia	2.39	8.90 to 9.25	8.80 to 9.25
Egg Chicago (net tons)	5.06	8.17 to 8.40	8.08

COKE (By Courtesy of Iron Trade Review)

Connellsville, furnace	$3.40 to $4.00
Wise County, furnace	4.00 to 4.25
Alabama, furnace	4.00 to 4.50
Foundry, Newark, N. J., del.	10.41
Foundry, Chicago, ovens	10.75
Foundry, Boston, delivered	11.50
Foundry, St. Louis	11.00
Foundry, Granite City, Ill.	9.00
Foundry, Alabama	5.00 to 5.50

PETROLEUM

(By Courtesy of Oil, Paint and Drug Reporter)

(Prices at wells, per bbl.)

Pennsylvania—Ohio—West Virginia	
Cabell, West Virginia	2.30
Corning, Ohio	2.25
Lima	2.33
Pennsylvania	$3.75 to 3.85
Wooster, Ohio	2.25
Indiana—Illinois	
Illinois	2.12
Indiana	2.13
Oklahoma—Kansas	
Mid-continent (low gravity)	1.35
Gulf Coast	
Gulf Coast, Grade A	2.00
Gulf Coast, Grade B	1.75

GAS OILS

Gas Oil, Bayonne, bulk, gal.	6¾c
Gas Oil (32-36), Oklahoma, gal.	3¾ to 4 c
Gas Oil (32-36), Gulf Coast, gal.	3¾ to 4 c

PIPE AND FITTINGS—CA Review)

(By Courtesy Iron Trade ST IRON GAS PIPE

Four-inch, Chicago	$58.20 to $59.20
Six-inch and over, Chicago	54.20 to 55.20
Four-inch, Birmingham	49.00 to 49.50
Six-inch and over, Birmingham	45.00 to 45.50
Four-inch, New York	65.50 to 66.50
Six-inch and over, New York	60.50 to 61.50
Standard fittings, Birmingham, base	115.00
6 to 24-inch, base; over 24-inch, plus $20; 4-inch, plus $20; 3-inch, plus $20.	

BY-PRODUCTS

(By Courtesy of Oil, Paint and Drug Reporter)

Ammonia aqua, 16 deg. drums, lb.	5 to 5¼c
Ammonia aqua, 20 deg. drums, lb.	6¼ to 6½c
Ammonia aqua, 26 deg. drums, lb.	6½ to 6¾c
Ammonia aqua, anhydrous cylinder, lb.	30 to 36 c
Ammonium sulphate, bulk, delivered Northern markets, per 100 lbs.	$2.95 to $3.00
Ammonia sulphate, bulk, delivered Southern markets	3.00 to 3.15
Potash Prussiate, yellow casks	18½ to 19 c
Potash Prussiate, red casks, lb	37 to 37½c
Soda Prussiate, yellow casks	10¾ to 11 c
Soda Sulphocyanide, barrels, lb	45 to 55 c

COAL TAR BASIC PRODUCTS

(By Courtesy of Oil, Paint and Drug Peporter)

Benzol C. P. tanks, works, gal.	24c
Benzol, drums, gal.	29c
Benzol, 90% tanks, works, gal.	22c
Benzol, 90% drums, gal.	27c
Naphthalene, flake, barrels, lb	5½ to 6 c
Naphthalene, dyestuff bags, lb	5 to 5½c
Solvent Naphtha, water white, works, gal.	24 to 25c
Solvent Naphtha, drums, works, gal.	30c
Toluene, C. P. tanks, works, gal.	26c
Toluene, C. P. drums, works, gal.	31c

Coal

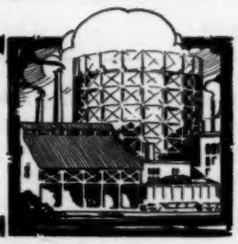
Coal Age Index of spot prices of bituminous coal on March 9 stood at 167, the corresponding price for which is $2.02, compared with 169 and $2.04 the week before.

Production of bituminous coal in the week ended February 28, according to the Geological Survey, again receded, the output for the week being estimated at 8,831,000 net tons. This compares with 9,464,000 tons in the preceding week, as shown by revised figures. Anthracite output in the week ended February 28 was 1,605,000 net tons, compared with 1,838,000 tons the week before.

Gas Oil

Gas oil was meeting with a good call locally, the market remaining held at 6¼ cents per gallon, bulk Bayonne, for 28 degrees gravity or better. Production of gas oil, fuel oil and residuum at California refineries during January, according to the Bureau of Mines, was 385,750,045 gallons, a decrease of 16,652,032 gallons under December output. Stocks on January 31 were 845,834,756 gallons, a decrease of 3,305,378 gallons from holdings December 31.

NEWS OF THE GAS INDUSTRY



New York Gas Men Hold Annual Dinner

Gas Section of Empire State Gas & Electric Association Convenes at Utica

(By Special Correspondent)

The annual meeting of the Gas Section of the Empire State Gas & Electric Association was held at Utica, N. Y., on March 5 and 6. This was very largely attended, more than 150 representatives from 30 companies being present, and marked the high point in the history of the organization.

With Mr. F. F. Ingwall, of the Binghamton Gas Works, in the chair, the first day's session was opened with the reports of the district committee chairmen upon the outstanding developments of the year in their respective territories. Mr. O. H. Smith, of the Consolidated Gas Company, reviewed progress in New York City, describing the new construction entered into by his company. Mr. R. L. Manter, of the Syracuse Lighting Company, Inc., described the new coal gas plants being built in central New York, and Mr. J. R. Noble, of the Lockport, Light, Heat & Power Company, told of conditions in the western part of the state.

The Question Box

The Question Box was next opened and the following topics were briefly discussed:

"The effect of the 'backrun method' upon the formation of naphthalene."

"Comparative corrosion of galvanized and black pipe." After a discussion, it appeared to be the opinion of the majority that no hard-and-fast comparisons could be made because of the varying effects of soil conditions.

"Reclaiming good fuel from generator ashes." In answer to this question, Mr. W. L. McIntosh, of the Consolidated Gas Company, described the operation of the mechanical coke separator made for this purpose.

The question as to what pressures could be satisfactorily held by bags and stoppers in various sizes of gas mains without leaking was answered by Mr. James Fahy, of the Rochester Gas & Electric Corporation, who described the special tests he had made for the preparation of his answer. He expressed the opinion that there was a need for a bag which would successfully hold more than three pounds internal pressure.

A very important point was brought up by Mr. M. H. Spear, of the New York & Queens Gas Company, in answering the question as to the value of keeping plants in a neat and orderly condition. The general public inevitably assumes that the efficiency of plant operation is the same as the order and neatness of that part of the works which it sees from the street. The value of "good housekeeping" is therefore very great in influencing public relations, and a plant which is clean, neat and well painted is a wonderful asset in a rate case.

Public Relations

Mr. Clifford E. Paige, vice-president of the Brooklyn Union Gas Company, spoke at length upon the subject of public relations.

Mr. Paige said that probably the greatest force in developing satisfaction among customers was the force of example. The utility, he said, will have the friendship of the public if it sets the example of fair dealing in all its policies and performances.

"Publicity in the news and advertising columns of the newspapers is a highly necessary part of any public relations endeavor," he said. "Publicity must always be a part of a well-considered plan, otherwise it will lose its value. It must be consistent; and it must be fair. It cannot with success make statements or claims which the company is not living up to or is not prepared to live up to. Advertising that which does not exist is not only a waste of money, but it is dangerous in that it produces a serious and unfortunate reaction. Publicity intended to further sound relations with the public must be presented with the desires and needs and rights of the customers in mind."

Educational Work Among Gas Employees

Following Mr. Paige's address, Mr. H. W. Bell, of the Empire State Gas & Electric Association, outlined the work which he was doing in promoting, among gas company employees, a better understanding of the value of public relations.

Mr. A. Gordon King, service engineer of the American Gas Association, next read a short message from Secretary-Manager Alexander Forward, and described the accomplishments of the National Association during the past year. Mr. King also showed during the sessions an exhibit of the various publications issued by his organization.

Resolution Upon the Death of Mr. Hawley Taussig

The meeting adopted the following resolution, offered by Mr. W. H. Earle, of Rochester, in regard to the sudden death of Mr. Hawley Taussig:

"The Gas Section of the Empire State Gas & Electric Association records its very real grief at the news of the sudden death of Mr. Hawley Taussig. The secretary is hereby instructed to convey to the United Gas Improvement Company our deep sympathy and the expression of our great loss through the untimely death, in his prime, of one who has set his indelible mark upon the gas industry."

The Oil Problem

The afternoon session embraced the report by Mr. W. M. Carpenter upon "Oil—The Gas Man's Next Problem," in which he pointed out that the inevitable increase in the price of oil will ultimately necessitate a reorganization of the gas-making processes of those companies now dependent upon it. He advised a serious study of the possibilities of the low temperature distillation process, with the view of combining into one operating system the manufacture of gas, the recovery of oil and the production of coke.

Mr. Starzenski, of the Adirondack Power & Light Corporation, deplored the reluctance of gas companies to consider the abandoning of water gas manufacture in favor of newer carbonizing processes; which, he pointed out, was in many cases caused by a mistaken notion as to the uncertainty as to the disposal of the resultant coke.

The waterless gas-holder was next described, with illustrations, by Mr. M. H. Spear, of the New York & Queens Gas Company, who showed in detail the construction and operation of the new three million foot holder at Flushing.

Labor Saving Equipment in Gas Distribution Work

The use of machinery to replace men was described in detail by Mr. J. E. Burke, of the Iroquois Gas Corporation. He pointed out how labor saving equipment was made inevitable by the rise in the price of common labor since the war and by the changed attitude of the workman toward his work. This has resulted, said Mr. Burke, in what has culminated in a crusade in behalf of better efficiency through the use of mechanical devices. Many figures were given covering the cost of doing various kinds of diggings, etc., with different machines.

The procedure necessary to adjust utilization equipment when changing from carburetted water gas to mixed gas was pointed out by Mr. T. Spanagel, of the Rochester Gas & Electric Corporation, who laid stress upon the necessity for unstinted service to the consumer whenever a change is made in the chemical composition or specific gravity of a gas.

The Gas Demand Rate

The second day's session was opened with the discussion of Mr. G. I. Vincent, manager of the Syracuse Lighting Company, Inc., who spoke of the tremendous future of the gas industry for heating—provided that an economically sound rate structure can be developed. At present, said Mr. Vincent, the industry is at the mercy of the electric companies because the field of thermal utilization is competitive and the accepted electric demand rate permits the adoption of an energy charge which can undersell gas sold on any system of block rates. Under a correct rate structure, however, gas can put in the heating equipment of the consumer a unit of heat at a lower cost than electricity can ever hope to do.

House heating by gas is no longer a dream of the future; it is a present accomplished fact, and when all factors are considered it could compete favorably with coal and easily with oil. A correct rate structure is, however, an absolute necessity, so that every user of gas will expect to bear his proportionate expense. This can only be developed by the co-operation of all, and the education of the gas companies—as well as of the public—to this fact, is of vital necessity if the industry is to continue to expand.

High Pressure System

Following Mr. Vincent's address, Mr. J. H. Crowell described the installation of the new high pressure system by the Westchester Lighting Company, and the outstanding features of the use of bituminous coal in water gas generators was outlined by Mr. O. H. Smith, of the Consolidated Gas Company.

The morning's session was ended with the paper of Mr. R. L. Manier, of Syracuse, upon the measurement of large quantities of gas on the consumer's premises.

Round Table Discussions

Following the meeting, the delegates gathered for luncheon in three groups: Manufacturing, under the leadership of Mr. C. C. Atwood, of the Brooklyn Union Gas Company; Distribution, led by Mr. W. C. Sykes, of Rochester; and Industrial, led by Mr. R. L. Manier. A general discussion of many topics was entered into. Following this, a visit was paid to the recently opened coal gas works of the Utica Gas & Electric Company, where Mr. J. E. Cooper very kindly explained the immaculate new plant of his company.

C. C. Atwood Elected Chairman

The nominating committee brought in the name of Mr. C. C. Atwood, assistant chief engineer of the Brooklyn Union Gas Company, and he was unanimously elected chairman of the Gas Section for the coming year.

A great deal of credit is due to the retiring chairman, Mr. F. F. Ingwall, of Binghamton, for his achievements in the attendance and enthusiasm which characterized the meeting.

"Doc" Has Trouble With Gas Heater

Some Unsolicited Praise for a Gas Company

In the first place let me assure you that I am perfectly sane as far as I know, safer, and to the best of my knowledge and belief fully aware of just what I am saying. Now listen to the whole story before you holler, "Officer, he's in again," or words to that effect.

On Sunday evening, the night before the holiday, I found a nice little puddle of water on my kitchen floor. A look told me that the gas hot water heater had sprung a leak, and as I looked the puddle got bigger. I did the only thing I knew to do. I went down in the cellar and shut off the water. Of course, that stopped the leak. It also stopped the water to drink and for all other purposes, including the bathroom.

It was 11 o'clock at night, and the next day was a holiday. "Great!" said the wife. "Great!" also said I.

"What will we do?" I asked.

"Better call up the gas company," she suggested.

"A lot of good that would do," I answered. "Do you suppose they work all night?"

"Well, they must take care of emergencies," she insisted, just like a woman will. I didn't even answer her. It seemed so darned foolish.

"Are you going to?" she asked again in a little bit.

"Well, to please you I'll be a fool," I finally told her. I did. And, hot dog° a business-like voice answered me. I told him my name and address, dodging as long as I could the time when I knew he was going to growl and ask me if I worked all night and expected him to do so.

After that I said, "I wonder if you can give me some advice." Then I told him about the busted heater and asked him if he could tell me any way that I could stop the leak temporarily so I could get water, until they could get up and fix it.

"But you say that you have it shut off down cellar," he told me. "Didn't that stop it?"

"Yes, but you see with that shut off I can't get any water, and we are in a dickens of a fix," I explained.

"Well," he said, "our crew is out to attend to a gas leak at a fire, but they ought to be back in a few minutes. Can't you borrow a pail of water from some one until then?"

"You mean you will send some one up tonight?" I asked, almost flabbergasted.

"I think I can promise to take care of it in an hour," was his answer, and then, just like fixing busted gas heaters was nothing in his young life, "We'll take care of it. Good-night."

"And G-O-O-D-N-I-G-H-T," says I, as I hung up.

Never mind what my wife said when I told her. Wives are always ready to blow when they get anything on you.

In about an hour the bell rang and a good-natured looking fellow announced when Iopened the door, "My name's MacDonough. I'm from the gas company. I understand you have some trouble here." Just like that! He didn't seem to want to fight or anything. He had two chaps with him who didn't seem to be mad or looking for trouble either.

I showed them the leak. "Got a stepladder?" Mac wanted to know. I got it. He dived into the bathroom and twisted a whirligig or two and said, "You can turn on the water now.

I did. And we had water. And I told him how glad I was to get it

Then the Mrs. spoke up. "It's such a nuisance, this thing. You see, we have been having company and they are going home very soon and we had planned to wash out the children's clothes before they went, but with tomorrow a holiday I guess they will have to go home as they are."

MacDonough spoke right up. I guess he must be a married man and maybe has some kids of his own. He seemed to understand. "That is too bad. If it wasn't for keeping you folks up all night we could fix it now."

I explained to him that if he was not trying to pass out a wise crack, and really meant what he said, the "stay up" was all right.

"Got a telephone?" he asked.

I showed him. When he got the number he said, "Jimmie, I am going to send a man down. Give him the key so he can get a coil. Yep, right now. Good-night."

Those men took out that heater, took it to the shop, fixed it, brought it back, set it up, turned on the water and had a cup of coffee with me, smoked a cigarette and were saying "good-night" at five minutes to three a. m. And I didn't hear one of them say a word about being wage slaves, or darn fools for being in the gas business or any other such thing. Their job apparently is to fix gas heaters, and they do it. One of them did say a mighty fine thing about the head of the Cambridge Gas Light Company. That is service. And they are men. The world is better that they live in it. And any time I can root for them I will. The next time you slam a corporation as being soul-less don't include the Cambridge Gas Light Company. Somebody there has a soul. They are some public service corporation.

"DOC."

—From the Cambridge Chronicle.

Precision Thermometer Opens Branch Office in Boston

The Boston branch office of the Precision Thermometer & Instrument Company is located at 136 Federal street. Mr. C. L. Price handles the company's line in New England.

Granite Gas Co. to Be Taken Over

Edwardsville, Mo. — Another valuable public service property, the Granite City Gas Light & Fuel Company, has passed to the Illinois Power & Light Corporation, according to papers filed at Edwardsville, and the actual operation of the business will be taken up within the next two weeks, according to E. D. Bell of St. Louis, general manager for the Madison county property.

The company's principal business is the supplying of gas in Granite City and Edwardsville. The supply is received from the East St. Louis plant and the St. Louis Coke & Chemical Company, east of Granite City.

J. H. Eustace Celebrates 69th Birthday

A dinner was recently held in the Hotel Sherman, Chicago, Ill., in honor of John H. Eustace, vice-president of the Peoples Gas Light & Coke Company of Chicago. Mr. Eustace is just "sixty-nine years young" and has a record of over fifty years with the gas industry. The dinner was in the nature of a surprise. A gold watch was presented to Mr. Eustace.

The Amercian Gas Journal wishes to take this opportunity of congratulating Mr. Eustace on his birthday and long service in the industry.

Perdue University Offers a Three-Day Conference for Gas Metermen

Fifty-five gas metermen were in attendance at the Conference for Gas Metermen, which was offered by the Engineering Extension Department of Purdue University at LaFayette, Indiana, on February 23, 24 and 25, 1925. The conference was held under the direction of the School of Chemical Engineering in co-operation with the Indiana Gas Association. Professor H. C. Peffer, head of the School of Chemical Engineering, was chairman of the conference.

The program was arranged along practical lines intended to be of especial value to the shop men. Lectures and demonstrations covering both tin and iron covered meters were offered. The lectures and demonstrations were followed by shop practice covering the usual operations in testing, making partial or complete repairs, proving and adjusting meters taken from service. The shop work was checked by competent meter shop foremen and approved ready for the meters to be put back into service.

Mr. G. A. Lane, superintendent of meters, Peoples Gas Light & Coke Company, Chicago, had charge of the series of lectures and demonstrations on the tin covered meters. Mr. Lane was assisted by Mr. William Rosenia of Chicago. Mr. A. T. Barrett, of the American Meter Company of Chicago, had charge of the proving. Mr. Barrett was assisted by Mr. Frank Sanger of Chicago. Mr. E. C. Falvey, Sprague Meter Company of Davenport, Iowa, had charge of the lecture and demonstration on iron case meters. Mr. Falvey was assisted by Mr. H. R Pierce of Davenport.

A paper covering the "Care of Meters" was given by Mr. F. W. Sargent, superintendent of distribution, Citizens Gas Company of Indianapolis.

A talk on "First Aid and Resuscitation" was given by Mr. S. H. Reid of the Bureau of Safety, Chicago, Illinois. Mr. Reid was assisted by Coach LaBree of the university staff.

The group was entertained on Tuesday evening by a dinner at the Purdue Memorial Union building, followed by an illustrated talk on a trip through Spain, France, England and Holland given by Professor A. G. Phillips of the University.

The men attending the conference were very enthusiastic over the work which was offered and requested a continuation of this Engineering Extension activity for next year.

G. W. Bixler Passes Away

George W. Bixler, advertising manager of the Public Service Company of Colorado, died February 20, after an operation for gall stones.

Mr. Bixler, who was 53 years of age, was born at Eldorado, Illinois, coming to Denver in 1905, and has been an employee of the Denver Gas & Electric Company (Public Service Company) ever since. Starting as a salesman, he was advanced by degrees, and because of his zeal and capability there were other good things in store for him.

Clare N. Stannard, vice-president and general manager, said:

"Both in the company and among his friends and associates outside he was always held in highest regard. I personally feel a deep sense of loss in his passing. Mr. Doherty, I know, and Mr. Bixler's other friends here feel the same. We have lost an honest, faithful associate and friend."

Early this year Mr. Bixler was elected head of the Denver Advertising Club of the Chamber of Commerce, and up to a few minutes before his death he still maintained his determination to succeed, remarking to his wife: "I am going to get along all right."

Surviving him are his widow, two daughters and one son.

Japanese Buy Gas Company Control

One of the most interesting international financial developments in years was recently consummated when Japanese interests bought out control of one of their own corporations from American investors. The company was the Osaka Gas Company, the amount involved being 8,000,000 yen, or $3,000,000. The transaction was wholly cash.

Dominick & Dominick and Bernhard, Schiffler & Co. put through the deal. Some time ago these firms learned that Japanese interests would be glad to buy back control of their company, which had been owned by Americans who originally had helped build it. The brokerage firms then began to line up the various owners' scattered shares of stock. The result of their effort was the sale of the holdings recently.

The Osaka Gas Company is the largest company of its kind in Japan and occupies a position analogous to the Consolidated Gas Company here, although, of course, the latter is much larger. The sale was made by the simple process of selling yen to realize dollars in the foreign exchange market. Despite the fact that the 8,000,000 yen were dumped upon the market, the quotation for the Japanese unit did not waver. The manner in which yen have held firm despite Japan's adverse trade balance and heavy construction purchasing has occasioned much favorable comment.

Measure for Lessening Utility Taxation in Albany

Albany, N. Y.—An amendment to section 255 of the Tax Law, introduced in the Senate by Seabury C. Mastick of Westchester county, provides that mortgage of a corporation for refunding debt of prior mortgage on which tax has been paid shall be taxed only on amount of difference between subsequent mortgage and prior debt refunded. This measure will be of interest to all public utility corporations and if enacted into law will go a long ways to lessen taxation on reorganizations and refundments.